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Interviews: 504 likely voters
Dates June 22-25, 2010

FINAL

Study #9945a
Nevada Food Safety Survey
June 2010

48 Male 52 Female

Please note: all results are shown as percentages unless otherwise stated.

1a. Are you currently registered to vote at this address?

Registered	100	CONTINUE	[137]
Not registered	-	TERMINATE	
Not sure	-		

1b. Are you registered to vote as a Democrat, a Republican, in some other party, or with no party affiliation?

Democrat.....	41	[138]
Republican.....	38	
Other party.....	7	
Unaffiliated.....	12	
Not sure.....	2	

1c. What are the chances that you will vote in this November's elections for U.S. Senate, U.S. Congress, and other offices--are you certain to vote, will you probably vote, are the chances fifty-fifty, or do you think you will not vote?

Certain to vote	83	CONTINUE	[139]
Probably will vote.....	17		
Chances are 50-50	-		
Will not vote	-	TERMINATE	
Not sure	-		

2a. For statistical purposes only and to ensure that we have a representative sample, would you please tell me how old you are? **(IF "REFUSED," ASK:)** Well, would you tell me which age group you belong to?

18-24	8	[140-141]
25-29	8	
30-34	7	
35-39	7	
40-44	9	
45-49	8	
50-54	10	
55-59	10	
60-64	11	
65-69	8	
70-74	5	
75 and over.....	7	
Refused	2	

2b. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	12	[142]
No, not Hispanic	88	
Not sure/refused.....	-	

2c. And again, for statistical purposes only, what is your race—white, black, Asian, or something else?

White	79	[143]
Black.....	9	
Asian	2	
Other	3	
Hispanic (VOL)	6	
Not sure/refused.....	1	

3. When it comes to how things are going in Nevada these days, would you say that things are headed in the right direction, or are things pretty seriously off on the wrong track?

Right direction.....	21	[144]
Wrong track	69	
Not sure.....	10	

4. And when it comes to how things are going in the country these days, would you say that things are headed in the right direction, or are things pretty seriously off on the wrong track?

Right direction.....	27	[145]
Wrong track	64	
Not sure.....	9	

5. In general, do you approve or disapprove of the job that Congress is doing?

Approve	22	[146]
Disapprove	68	
Not sure.....	10	

Now I'm going to switch topics for a moment and ask you some questions on the issue of food safety. When I talk about food safety, I mean food that is safe to eat and free of any contamination by bacteria that make people sick.

6a. Thinking specifically about the federal government, when it comes to ensuring that food produced in the United States is safe from contamination, do you think that the federal government is doing too much, doing the right amount, or doing too little?

Doing too much.....	7	[147]
Doing the right amount.....	52	
Doing too little	34	
Not sure.....	7	

6b. And thinking again about the federal government, when it comes to ensuring that food produced in other countries is safe from contamination, do you think that the federal government is doing too much, doing the right amount, or doing too little?

Doing too much	3	[148]
Doing the right amount	32	
Doing too little.....	53	
Not sure.....	12	

7. Do you think that the federal government should be responsible for ensuring that food is safe to eat, or is this something that the federal government should not have responsibility for?

Government should have responsibility	84	[149]
Government should not have responsibility	11	
Not sure	5	

8. How important do you think it is for Congress to pass legislation to strengthen the country's food safety standards and better protect consumers from contaminated foods--very important, pretty important, just somewhat important, or not that important?

Very important	49	[150]
Pretty important	24	
Just somewhat important.....	13	
Not that important.....	10	
Not sure.....	4	

9a/b. Congress is considering legislation to strengthen food safety standards and better protect consumers from contaminated food. This legislation would increase the frequency of government inspections of food facilities, create a tracing system that would make it easier to trace back contaminated food to its original source, give the FDA the ability to issue mandatory recalls of contaminated food, and certify that food imported from other countries was produced with safety standards as high as those in the United States.

Would you favor or oppose passing this food safety legislation? **(IF "FAVOR/OPPOSE," ASK:)** And would you strongly (FAVOR/OPPOSE) this or somewhat (FAVOR/OPPOSE) this?

Favor	82	
Strongly	58	[151/152]
Somewhat	24	
Oppose	12	
Somewhat	6	
Strongly	6	
Not sure.....	6	

10. If you knew that this new food safety legislation would increase the cost of many of the foods you buy by three percent, do you think it would be worth it or not worth it to have these new food safety measures?

Worth it	69	[153]
Not worth it	23	
Depends (VOL).....	4	
Not sure.....	4	

11. If this legislation passed, do you think it would or would not be effective in making the food Americans eat safer?

Would be effective in making food safer.....	58	[154]
Would not be effective in making food safer.....	26	
Not sure.....	16	

12. Having heard a brief description of this legislation, do you think that it is very important, pretty important, just somewhat important, or not that important that Congress pass this food safety legislation?

Very important	37	[155]
Pretty important	27	
Just somewhat important.....	19	
Not that important.....	15	
Not sure.....	2	

13. The House of Representatives has already passed this food safety bill but the Senate has not yet taken any action on it. Do you think the Senate should or should not consider and pass this food safety bill this year?

Should consider and pass bill	71	[156]
Should NOT consider and pass bill	24	
Not sure	5	

14. If your Member of Congress voted in favor of this food safety legislation would this make you feel more favorable or less favorable toward your Member of Congress, or would it make no difference to you either way?

More favorable.....	40	[157]
Less favorable	7	
No difference either way.....	49	
Not sure.....	4	

15. If your Member of Congress supported and Congress passed this legislation to strengthen the country's food safety standards and better protect consumers from contaminated foods, which one or two of the following do you think it would show? **(IF MORE THAN TWO, ASK:) Well, if you had to choose just two, which would you choose?**

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

That my Member of Congress is willing to put the public interest ahead of special interests on an issue of public safety.....	37	[158]
That my Member of Congress cares about the everyday problems of consumers and families	30	<
That my Member of Congress does not understand the everyday economic struggles that families face.....	15	
That my Member of Congress has the wrong priorities	14	
That Congress is able to get things done	13	
That my Member of Congress wants too much government regulation.....	13	
None (VOL)	3	
Not sure	6	

16. I'm going to read you two more statements about these food safety measures, please tell me which one you agree with more.

OPPONENTS of the proposal say this is a tax on the food industry and creates unnecessary government bureaucracy. Food companies already meet strict standards because it is in their best interests to produce safe food. Local food producers will struggle to afford these new requirements and many may be driven out of business. Meanwhile, this will drive up the cost of a basic necessity for consumers in the middle of the worst recession in decades.

SUPPORTERS of the proposal say Americans have the right to be confident that the food they eat is safe. A lot has changed in the last century but our laws have not kept up. The FDA inspects food processing facilities once every ten years on average, and does not have authority to issue mandatory recalls. Recent outbreaks like salmonella in peanut products show why this legislation is so badly needed. We can protect small farmers and help them stay in business while at the same time making our food safer.

Which statement do you agree with more?

Agree more with opponents	25	[159]
Agree more with supporters	62	
Depends/some of both (VOL).....	9	
Not sure.....	4	

17. Suppose that this legislation also would require food companies to pay an annual fee of five hundred dollars per factory, warehouse, or other facility to help cover the cost of FDA food safety activities. If this was the case, would you favor or oppose passing this food safety legislation?

Favor	61	[160]
Oppose	29	
Not sure	10	

18. Now suppose instead that this legislation would establish a sliding scale for the annual fee, with the smallest food companies paying an annual fee of one hundred dollars per factory, warehouse, or other facility and the biggest paying fifteen hundred dollars per factory, warehouse, or other facility, to help cover the cost of F-D-A food safety activities. If this was the case, would you favor or oppose passing this food safety legislation?

Favor	66	[161]
Oppose	27	
Not sure	7	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1a/b. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the 2008 election for president? (IF "YES," ASK:) For whom did you vote—Barack Obama, John McCain, or someone else?

Voted--Barack Obama	44	[163]
Voted--John McCain	38	
Voted--someone else	6	
Voted--not sure	6	
No, did not vote	3	
Not sure	3	

F2a/b. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

(IF "NOT CURRENTLY EMPLOYED," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>		
Professional/ manager	18	[164]
White-collar worker	19	
Blue-collar worker	15	
Farmer, rancher	1	
<u>Not Currently Employed</u>		
Student	4	
Homemaker	5	
Retired	24	
Unemployed, looking for work	6	
Volunteer (VOL)	1	
Disabled (VOL)	3	
Other	-	
Not sure/refused	4	

F3. What is the last grade that you completed in school?

Grade school.....	1	[172-173]
Some high school	1	
High school graduate	22	
Some college, no degree	17	
Vocational training/2-year college	15	
4-year college/bachelor's degree	24	
Some postgraduate work, no degree	3	
2 or 3 years' postgraduate work/master's degree	10	
Doctoral/law degree	3	
Not sure/refused	4	

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

Liberal.....	23	[174]
Moderate	35	
Conservative.....	34	
Not sure.....	8	

F5. Would you describe the area in which you live as a city, a suburb of a city, a small town, or a rural area?

City	53	[175]
Suburb.....	26	
Small town	10	
Rural area.....	7	
Not sure.....	4	

F6. Are you the parent or guardian of any children under the age of eighteen?

Yes	27	[176]
No.....	69	
Not sure.....	4	

F7a/b. Are you a member of a labor union? (IF "NO/NOT SURE," ASK:) Is anyone else in this household a member of a labor union?

Union member	14	[177/178]
Union member household.....	7	
Non-union member	74	
Not sure	5	

F8. For statistical purposes only, would you please tell me which of the following best describes your total annual household income?

Less than \$20,000	6	[179]
\$20,000 to \$29,999.....	6	
\$30,000 to \$39,999.....	11	
\$40,000 to \$49,999.....	7	
\$50,000 to \$74,999.....	18	
\$75,000 to \$99,999.....	14	
\$100,000 to \$199,999.....	15	
\$200,000 or more	4	
Not sure/refused.....	19	